

Rain or Shine, These Anniversary Sales Will Bring Crowds

MAIN BUILDING
Men's 75c to \$2
Neckwear, at
25c and 35c



SOLIDSILK SCARVES

Here's News of the Greatest Purchase and Sale of High-Class Goods Ever Made in New York: Discerning Men—Those Who Know Value When They See It, Will Stock Up Their Necktie Cases for Months to Come.

From LOUIS AUERBACH, 842 Broadway, we bought the entire stock of "Solidsilk" neckwear left over after he had supplied the best furnishing goods stores in the city. This famous manufacturer makes it a point never to show the same styles for two successive seasons.

Hence This Extraordinary Purchase and Sale

The scarves are all "Solidsilk," and that means, as every well-dressed man knows, Pure Silk to the Last Thread!

It is pure silk that doesn't wrinkle or crumple. "Solidsilk" cravats tie better, wear better, are richer and "tonier" than any other neckties on the market.

Generally speaking, the silks from which "Solidsilk" ties are made are culled in the BEST EUROPEAN MARKETS. They are heavy, and the designs are exclusive. There are all-silk serges, basket weaves, and leather quality satins made in Vienna. Some are the product of the famous Tissage Mec de Soieries, of Adliswil, Zurich, Switzerland—a factory world-famous for its products. These ties are the most up-to-date four-in-hands and squares. The choicest colors and designs are represented.

Men! Come in, Tomorrow, and Take as Many of These Famous "Solidsilk" Cravats as You Will Need for Months to Come, at

25c and 35c

(MAIN Building, Main Floor.)

MAIN BUILDING
10,000 Pairs of Women's
\$3, \$3.50 and \$4 Shoes,
Tomorrow, at
\$1.95



An Enormous Purchase and Sale of High-Grade Shoes, Representing the Entire Surplus Stock of the Selby Shoe Co. of Portsmouth, Ohio, the Largest Manufacturers of Women's Shoes in This Country.

Owing to the backwardness of the season, they found themselves with excessive surplus stocks and turned to The Big Store as the natural outlet for such an immense offering.

The Advantageous Price-Concessions We Obtained Now Recruit to Our Customers, in Accordance With The Big Store's Policy.

Come and reap YOUR share of these benefits! Only the newest and best styles of the season are in this collection—NOT A PAIR WORTH LESS THAN \$3, and MOST OF THEM ARE THE \$3.50 and \$4 KINDS.

All new, fresh, perfect stock. Every pair with Goodyear-welted soles.

Every size, and every width in every style. The leathers are gun-metal calf, patent leather and kidskin; button or lace; dull kidskin or cloth tops; high Cuban or military heels; plain toes or conventional tips.

This Purchase, One of the Largest in the History of The Big Store's Shoe Department, Presents an Opportunity to Our Patrons That Rarely Happens at the Season's Height to Obtain High-Character Footwear at Ridiculously Low Price.



Men's \$5 to \$7 "Florsheim" Bench-Made Shoes,
\$2.85

For Details Please See Today's Evening Journal.

(MAIN Building, Second Floor.)

“The Big Store”
TWO MAMMOTH BUILDINGS
GREENHUT-SIEGEL COOPER CO.
BOTH SIDES OF 6TH AVE. J.B. GREENHUT, Pres. 16TH AND 19TH STS.

Do You Desire to Save Money?

Then Don't Fail to Become a Collector of
The Only Old and Reliable

J.N. Trading Stamps

The same stamps that many thousands of our customers have been collecting, to their great advantage, for years.

These stamps secure for you the equivalent of at least 5% discount on all your purchases at The Big Store.

THIS DISCOUNT IS AVAILABLE TO EVERY CUSTOMER. IT IS NOT RESTRICTED TO A FAVORED FEW. Some stores ask you to deposit money before making a purchase in order to enjoy the convenience of a charge account, and to induce you to do this, they offer you a small discount at the end of the year.

NOT SO WITH THE BIG STORE. If, however, you desire to deposit your money, drawing interest at 4% per annum, we offer you the banking facilities and safety of Greenhut, Siegel & Co., Bankers, situated on the balcony in our MAIN Building.

Those who desire may open charge accounts at The Big Store with the greatest facility. Thus, we make it easy for everybody to do business with The Big Store, and no form of legitimate dividend or discount given by any other store equals our plan. Ask for particulars.

"Better goods for the same money or the same goods for less money than elsewhere."

MAIN BUILDING
\$20 to \$35 Overcoats, \$12
Tomorrow, at



The four biggest purchases that the Big Store has ever made are combined in this sensational selling event which begins tomorrow morning.

Come and choose from the surplus stocks that we have purchased from

Schloss Bros & Co.,
(Baltimore and New York)

Marks Rosenberg & Bros.,
(2 and 4 Astor Place)

Think of it, your pick of

More Than 5,000 High-Class Overcoats, Worth \$20 to \$35

Every new style—every new material—every favorite color effect—every staple and novelty of the season is included.

\$20 to \$35 Raglans
\$20 to \$35 Double-Breasted
\$20 to \$35 Split Sleeve Overcoats
\$20 to \$35 Military Overcoats
\$20 to \$35 Convertible Overcoats
\$20 to \$35 Chesterfield Overcoats
\$20 to \$35 Form-Fitting
\$20 to \$35 Belted-Back Overcoats
\$20 to \$35 Overcoats

Note particularly, if you please, that MANY OF THESE OVERCOATS ARE SILK-LINED; others are half-lined; hundreds of them that are made from THE VERY FINEST AND MOST COSTLY FOREIGN FABRICS, and you have your choice, among others, of black, blue and brown kerseys and beavers. TAKE YOUR CHOICE, TOMORROW, AT.....

(MAIN Building, Second Floor.)

\$12

MAIN BUILDING
Health for Your Family--In Our Big Grocery

Every product sold in The Big Store Grocery is packed in the PRIME of its FRESHNESS. Every article sold is GUARANTEED pure and of "A No. 1" quality. It is the VERY BEST comestible of its kind, in the VERY BEST condition for use. An article might be CALLED "pure" that is only technically so; it could be designated pure, though made of inferior ingredients.

Compare OUR groceries from every standpoint with those sold ANYWHERE ELSE. We except none. Mail orders filled. Phone 4000 Cheisca.

Holland He ring New importation, all Milchners; keg, 80c; superior mixed, keg, 10c. EVAPORATED MILK—Harden's Peerless brand; doz., \$1; 4 regular 10c. LAUNDRY STARCH—choice quality, 10c. SWEET PRUNES—fancy Santa Clara Valley fruit; large size; 25-lb. box, \$4.65; 2 lbs. usually \$1, at 50c. PARAFFINE WAX CANDLES—800, six sets, usually \$1, at 50c. ROLLED WHITE OATMEAL—10 lbs., 39c; 5 lbs., 22c.	Coffees We give the best coffee values in New York. POPULAR BLEND COFFEE—10 lbs., \$3.05; 5 lbs., \$1.65. FAVORITE BLEND COFFEE—10 lbs., \$2.85; 5 lbs., \$1.45. GUARANTEED COFFEE—10 lbs., \$3.30; 5 lbs., \$1.65. NARCAIBO COFFEE—4 lbs., \$1.10.	Smoked Meats SUGAR-CURED HAMS—14c. MILD-CURED BACON—16c. HIGH-GRADE HAMS—17c. DANAHY'S HIGH-GRADE MILD CURED BACON—18c. DANAHY'S IRISH-STYLE BACON—23c. SHOULDERS—selected, mild-cured, boneless; 13c. HAZEL JAMS—15c. NEW PEA BEANS—10 lbs., 34c. LARGE WHITE POTATOES—120-lb. bag, \$2.80; 60-lb. bag, \$1.40; 15 lbs., 18c. PURE BREAKFAST CORN—15 lbs., 25c. in bulk, 4c. lbs., 8c. 10c. 25c.	Florida Oranges Ripe, luscious, sweet fruit—Box, 17c. 15-box, 88c oranges, \$3.19. 16-box, 24c. FAMILY TEAS—all varieties, blended to order; 5-lb. caddy, \$1.05; 3 lbs., 61c; 1 lb., 31c. DRI-MONIA—4 boxes, 41c; reg. 10c box, 35c. PURE FIF JAM—6 cans, 50c; reg. 15c can, 10c. ENGLISH CHUTNEY—Mergers; imported from London; reg. 35c bottle, 23c. CHICKEN GUMBO, consommé or beef soup; Merrill, Soule pack; 6c. JELLEN'S FRESH BUTTERINE—8-lb. package, \$1.05; 2-lb. pkts., 45c; 1-lb. print, 23c. We deliver packages and prints.	National Biscuits Nabisco, graham, saltines, social teas, afternoon teas or arrowroot; 6 reg. 10c packages, Package 8c. DART'S GREEN PEA FLOUR—10c. PATENT FLOUR—Fountain quality, best family patent; 5-lb., \$1.74; 10-lb., \$3.30; 15-lb., \$4.95; 7-lb. cotton bag, 29c. FORMOSA OOLONG TEA—Young Hyson, Gunpowder, English Breakfast tea or mixed tea; 5-lb. caddy, \$1.75; 1-lb. tin, 60c. IRISH OATMEAL—imported from Drogheda, Ireland; No. 2 size green can, 23c.	Pride Soap Soft for general laundry and household use; 100 bars, \$3.29. 10 reg. 4c bars, 34c. (MAIN Building, Third Floor.)
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In Our GREENHUT Building "Everything for the Home."

Commemorating the first anniversary of the consolidation of the Greenhut-Siegel Cooper Co., EXTRAORDINARY INDUCEMENTS are offered in our GREENHUT Building to those about to furnish. Exceedingly attractive sales are in progress in every section, making it an object for YOU to come here for anything that you may require, in any department of your household.

Double J.N. Green Trading Stamps With Purchases Made Before 12 o'Clock

MAIN BUILDING
Men's Dress and
Negligee Shirts

Values to \$2.50, in the Greatest
Shirt Sale Ever Planned in the
Entire History of New York
Retailing, Tomorrow, at 65c

3500 dozen fresh, new and spotless shirts arranged in this extraordinary, low-priced event, comprising

"Ovalesque" Full Dress Shirts
Colored Negligee Shirts

Plain White and Plaited Shirts
THE "OVALESQUE" DRESS SHIRTS ARE THE BEST-FITTING SHIRTS THAT ARE MADE, WITHOUT EXCEPTION.



Big men swear by them. THEY CAN NOT BULGE. Every one is fresh and new and comes in a separate box. You have your choice of these magnificent shirts, with or without cuffs attached, and they are made with open front or open back and front.

WE WOULD IMPRESS THIS FACT UPON YOU: THAT THERE IS INCLUDED EVERY SIZE AND THERE ARE HUNDREDS IN EACH SIZE, VIZ.: 13 1/2, 14, 14 1/2, 15, 15 1/2, 16, 16 1/2, 17, 17 1/2, 18, 18 1/2, 19, 19 1/2, and 20. Thus you see, that everybody can be suited. Further, we guarantee that THE LARGE SIZES WILL FIT THE BIGGEST MEN PERFECTLY. These shirts have been sold for years in all good furnishing stores at \$2.50 each.

THE WHITE AND PLAITED NEGLIGEE SHIRTS are the famous "Armor" and "Frisbie" brands. They are made of the finest muslin. All are hand-laundered and are fitted with the purest pearl buttons. The sizes run from 14 to 18, and the usual selling prices of these shirts are \$1 and \$1.50.

There are hundreds of the most select patterns from which choice may be made. There are more than 30,000 shirts to pick from in the colored shirts alone. The sizes are from 14 to 18, and every one is guaranteed to fit. The values run up to \$2. Your unlimited choice of any shirt mentioned, at.....

(MAIN Building, Main Floor.)

65c

MAIN BUILDING
Women's
\$10.75 Coats
at \$5.95

Really This Is an Exceptional Opportunity to Buy Serviceable and Stylish Coats at About 1/2 Price.

The garments (one style illustrated) are made of navy blue or gray dependable wool mixtures with deep collar and revers of contrasting color; semi-fitting, full-length garments with coat sleeves and turn-back cuffs; all sizes from 32 to 42 bust; \$10.75 value; \$5.95 tomorrow, at.....

(MAIN Building, First Floor.)



\$10.75
Mixture
Coat,
\$5.95

MAIN BUILDING
Striped, Figured and
Fancy Dress Silks
At Less than 1/2 Price—
39c a yard

Thousands of yards of STRIPED, CHECKED, FIGURED and FANCY DRESS SILKS. Every acceptable color and every good style is represented in a heavy ALL-ALL-SILK grade; value \$1; yard, 39c (MAIN Building, First Floor.)

MAIN BUILDING
\$5 Silk Waists, \$1.98

Just 200 of them and the first two hundred visitors to our Waist Store, tomorrow, will take them away—and thank their good fortune in securing them!

The waist illustrated is made of a heavy quality Roman striped chiffon taffeta, front tucked, finished with net jabot, and tucked net collar to match; also comes in striped and changeable messaline silk.



\$5 and \$5.90 Lace \$3.98
and Net Waists, at

Fine quality all-over tucked net, in white and cream; effectively trimmed with colored net, in pastel shades; also an all-over Venice lace blouse in cream white, very effectively made and suitable for dress wear.

\$7.50 to \$12.75 \$5.90
Blouses, at

Beautiful blouses of voile and silk marquisette, made over antique laces; Japonika and silk linings, some artistically embroidered, others with garnitures of gold braid. (MAIN Building, First Floor.)